

PRIZE HEADQUARTERS

WAYFARERS CLUB
210 Presidential Boulevard
Bala-Cynwyd, Pennsylvania 19004

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FAIRVIEW, N.J.



POSTMASTER

CONTENTS:

**SPECIALLY NUMBERED TOKEN FOR
WAYFARERS CLUB**

\$200,000.00 SWEEPSTAKES



PRIZE HEADQUARTERS

YOU MAY BE A WINNER IN WAYFARERS CLUB \$200,000.00 SWEEPSTAKES

Dear Sir:

YES, YOU MAY BE A LUCKY WINNER in the Wayfarers Club 1968 Sweepstakes! The prizes total over \$200,000.00! A lucky number has been drawn in your name and your prize could be ...

- * A luxurious month-long "ROUND-THE-WORLD HOLIDAY" for two! You'll love "doing" PARIS - ROME - RIO - HAWAII - TOKYO ... all the glittering capitals of the world! All expenses paid including air fare, deluxe hotel accommodations, internationally famous shows and show places -- plus \$500.00 cash "pocket money" to spend any way you please!

Or ...

- * A 10-day all-expense-paid vacation for two in the PLEASURE RESORT OF YOUR DREAMS! Your choice of a EUROPEAN HOLIDAY including the Riviera, Paris, and London ... or a fun-filled fiesta in OLD MEXICO ... IBERIAN HOLIDAY in Spain and Portugal ... romantic HAWAII ... JAMAICA ... or CALIFORNIA and LAS VEGAS! Plus \$100.00 spending money in cash!

or ...

- * A "Super 8" COLOR HOME MOVIE OUTFIT ... complete with color movie camera, projector and screen!

or ... a ruggedly handsome 3-piece set of matching "his" or "her" luggage ... or a beautiful "tote-around" travel bag ... or any of the valuable prizes worth over \$200,000.00 in the Wayfarers Club 1968 Sweepstakes!

How to find out if you have won --
and claim your prize

To find out if you're a winner, complete and mail the Official Prize-winner's Claim Certificate enclosed. The fact that you enter or win a prize does not obligate you to buy a thing!

Why are we giving away \$200,000 worth of prizes?

Our sweepstakes is the most dramatic way we know to introduce people like yourself ... people with a taste for travel and adventure ... to the benefits of membership in the Wayfarers Club. Your name was entered in our sweepstakes along with other carefully selected men and women who travel more than a certain number of miles in a year ... or who have shown an interest in travel and unusual vacations ... or whose education, income and profession indicate they are the kind of people who have the most to gain from membership in the Wayfarers Club.

THEN ...

distribution of prizes was determined by electronic computer -- which picked the winning numbers under the supervision of Marden-Kane, Inc., an independent judging organization whose decision is final.

YOU MAY ALREADY HAVE WON. THE JUDGING COMPANY -- AND ONLY THE JUDGING COMPANY -- KNOWS WHAT PRIZE MAY BE REGISTERED TO YOUR NUMBER. TO FIND OUT WHETHER YOU HAVE WON -- AND CLAIM YOUR PRIZE -- YOU MUST COMPLETE AND MAIL THE ENCLOSED PRIZE-WINNER'S CLAIM CERTIFICATE AT ONCE.

NOTE: ENTERING -- OR WINNING A PRIZE DOES NOT OBLIGATE YOU TO BUY A THING.

The only thing you have to do now -- is to find out if you've won and claim your prize. When you insert your Lucky Winning Number Token in the "YES" slot and mail the Certificate to Prize Headquarters, you will also begin enjoying your many benefits as a member of the world famous Wayfarers Club. For example:

UNEQUALLED WAYFARERS TRAVEL-ACCIDENT INSURANCE WORTH UP TO \$22,000.00 CASH ... in addition to all the other services you are automatically protected by a special group policy issued to Wayfarers Club members only. Full \$22,000.00 CASH protection on your life for death resulting from travel accident. You're covered anywhere in the world ... near your home, too ... in a plane ... a ship ... or any other vehicle licensed to carry passengers for hire. A special \$1,000.00 benefit protects you even when you drive or just ride in a private auto ... or when walking as a pedestrian. You're even protected while just crossing the street in front of your own home. There is no medical exam. Your maximum cash benefits automatically increase with the first year's renewal to a full \$25,000.00 ... no extra cost to you! When you join Wayfarers, you get your own insurance certificate fully describing your important protection.

But, of course -- you get many other benefits, too.

SUBSCRIPTION TO "BUDGET TRAVEL" INCLUDED IN YOUR MEMBERSHIP. Budget Travel, the bimonthly Official Club magazine, is a lavishly illustrated, full-color guide. (Nearly 100,000 non-members pay \$4.50 yearly for it.) Written by the nation's leading travel editors, it gets right to the heart of how to get more travel for less ... on-the-spot photo articles on famous and little-known vacation ideas ... a running Calendar of Special Events, world-wide ... new Travel Regulations you'll want to know about ... restaurants you shouldn't miss ... stores that will be worth your while visiting. With Budget Travel and the Club's monthly Newsletter to guide you, you'll always have an inside track to fine travel opportunities at home and abroad.

FREE WORLD-WIDE RESERVATION SERVICE. Just phone any of the 75 Wayfarers Club offices here and overseas! Get hotel, motel and resort reservations anywhere in the world! Let us do the worrying ... while you have the fun!

FREE MEMBERS' NEWSLETTER. Every month you get advance reports on latest travel events before they happen: Luxury cruises on the Rhine ... made-to-order bullfights in Ecuador ... guide to London's private gaming clubs and discotheques ... inside information the traveller on the seat next to yours would give his eyeteeth to know! Plus book reviews, new travel gear (at members' prices), and much more!

TRAVEL OPPORTUNITIES FOR WAYFARERS CLUB MEMBERS. You'll discover the world's most fascinating and exotic places via specially arranged air, sea or land transportation - at extraordinarily low cost. If you're a Diners Club member, charge your Wayfarers Club trip ... and take up to 2 years to pay. News of all these thrifty travel opportunities appear, well in advance, in your monthly newsletter.

FREE AUTO TOURING SERVICE (U.S.A., CANADA & MEXICO). Just tell us where you want to go and how much time you have. You'll receive a personally planned Auto Tour Kit with individually marked road maps showing special routes, and places to see.

\$5,000.00 AUTO BAIL BOND AND \$200.00 ARREST BOND. If you're driving through another state and get a ticket (it can happen to even the best drivers!), you may have to delay your trip and wait right there (often several days, and occasionally in jail) until your case comes to trial. Your Wayfarers Club Auto Bail Bond will give you immediate coverage for any violation of a motor vehicle law anywhere in the U.S. (How much is that worth in peace of mind?)

RAIN INSURANCE. This exclusive Wayfarers benefit can't make the sun shine, but it can do the next best thing if your vacation is rained out ... pay you \$25 per vacation day. Your policy covers the Continental United States, Hawaii, Canada, West Indies, Mexico City, Acapulco and Bermuda. Your days ashore at ports of call on cruises are also covered.

OPTIONAL 12-MONTH SUBSCRIPTION TO HOLIDAY. This is the prestige magazine in the travel field ... a \$9 value on the newsstand and even \$7 at regular subscription rates ... and you can receive it for only \$3.50.

FREE MAIL FORWARDING AND TELEPHONE ANSWERING SERVICE. Use any Wayfarers Club office in the world as your personal message center! Mail and messages forwarded directly to you ... or held for your pick-up, whichever you prefer.

SAVINGS UP TO 40% ON FILM PROCESSING. With each roll of film you send Wayfarers Club for processing (still or movie; color or black and white) we'll send you, with your processed film, another roll of Kodak film and special processing envelopes that will continue to save you up to 40% on film processing charges.

SHOPPERS' MART. Save hundreds of dollars on famous name travel and sports equipment including cameras, quality luggage, binoculars and fishing, camping, hunting and skiing equipment. In addition, hawk-eyed comparison shoppers are always on the lookout for European "finds" - at bargain low prices - exclusively for members. All products are pre-tested and evaluated by Shoppers' Mart before recommendation to members.

CURRENT BEST-SELLERS AND TRAVEL BOOKS AT 25% DISCOUNT. Save 25% on fiction and non-fiction best-sellers, travel books, reference sets. You buy only the books you want, without any commitment.

PLUS - FREE EXCLUSIVE TRAVEL AIDS FOR MEMBERS including official Wayfarers membership, I.D. card, sturdy luggage and key tags imprinted with your name and address, and auto and luggage decals for prompt VIP identification and protection against theft or loss.

Stake your claim for a sweepstakes prize ... now!

Complete and mail the Official Prizewinner's Claim Certificate enclosed. A postpaid reply envelope is provided for you. And remember -- the fact that you may have won a prize does not obligate you to buy a thing. Enter the Sweepstakes -- and begin enjoying the benefits of Wayfarers Club membership -- today!

Cordially,

Ken Bain

Ken Bain
Chairman, Membership Committee

KB/wb

P.S. Want to double up on your WAYFARERS Travel-Accident and Rain Insurance ... at half the usual cost? It's easy to do. Just enroll your husband (or wife), as an Associate Member for only \$7.50. Each of you will then have \$22,000 worth of comprehensive protection the first year and collect \$25 a day on your Rain Insurance!

Don't delay! See if you've won
a valuable prize in the

Wayfarers Club

\$200,000.00
SWEEPSTAKES

To find out if you've won—
and to claim your prize—complete and mail
the enclosed Official Claim Certificate.

SEE INSIDE FOR ALL PRIZES.
NO PURCHASE REQUIRED.

Here are all the wonderful benefits you'll enjoy as a member of the world famous **Wayfarers Club**

1 UNEQUALED WAYFARERS TRAVEL-ACCIDENT INSURANCE WORTH UP TO \$22,000.00 CASH....in addition to all the other services you are automatically protected by a special group policy issued to Wayfarers Club members only. Full \$22,000.00 CASH protection on your life for death resulting from travel accident. You're covered anywhere in the world...near your home, too...in a plane...a ship...or any other vehicle licensed to carry passengers for hire. A special \$1,000.00 benefit protects you even when you drive or just ride in a private auto...or when walking as a pedestrian. You're even protected while just crossing the street in front of your own home. There is *no medical exam*. Your maximum cash benefits automatically increase with the first year's renewal to a full \$25,000.00...no extra cost to you! When you join Wayfarers, you get your own insurance certificate fully describing your important protection.

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13 CURRENT BEST SELLERS AND TRAVEL BOOKS AT 25% DISCOUNT. Save 25% on fiction and non-fiction best-sellers, travel books, reference sets. *You buy only the books you want, without any commitment.*

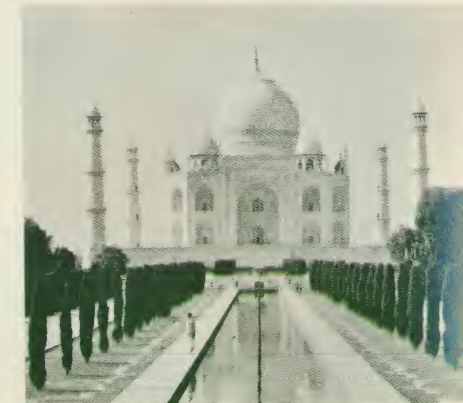
14 PLUS—FREE EXCLUSIVE TRAVEL AIDS FOR MEMBERS including official Wayfarers membership/I.D. card, sturdy luggage and key tags imprinted with your name and address, and auto and luggage decals for prompt VIP identification and protection against theft or loss.



OLD ROMAN FORUM, ROME



CANNES, FRANCE



TAJ MAHAL, INDIA

**TO SEE IF YOU'VE WON—MAIL OFFICIAL CLAIM CERTIFICATE TODAY!
(NO PURCHASE REQUIRED)**

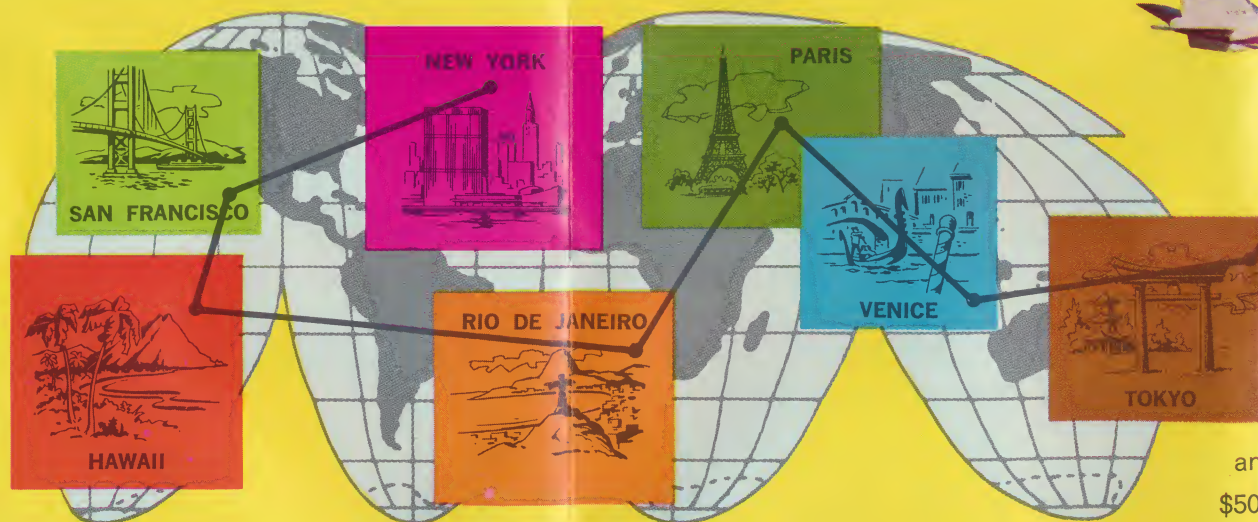
HERE ARE THE PRIZES!

To find out if you've won—and to claim your prize—complete and mail the enclosed Official Claim Certificate.

(NOTE: The fact that you win a prize does not obligate you to buy a thing.)

1ST PRIZE

A luxurious month-long
"Round-The-World Holiday" for two!



YOU'LL love "doing" PARIS—VENICE
—RIO—HAWAII—TOKYO ... the
most exciting cities in
the world! All expenses paid
including air fare, deluxe
hotel accommodations,
internationally famous shows
and show places — plus
\$500.00 cash
"pocket money" to
spend any way you please!



10 2ND PRIZES

A 10-day all-expense-paid vacation for two in the
PLEASURE RESORT OF YOUR DREAMS!

Your choice of a EUROPEAN HOLIDAY
including the Riviera, Paris and London

Portugal...romantic HAWAII...JAMAICA
...or CALIFORNIA and LAS VEGAS!



BUSINESS REPLY MAIL NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY:

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210 Presidential Boulevard

Bala-Cynwyd, Pennsylvania 19004

ATTN: HOLIDAY SPECIAL OFFER

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PERMIT NO. 351
BALA-CYNWYD, PENN.

SPECIAL SUBSCRIPTION OFFER

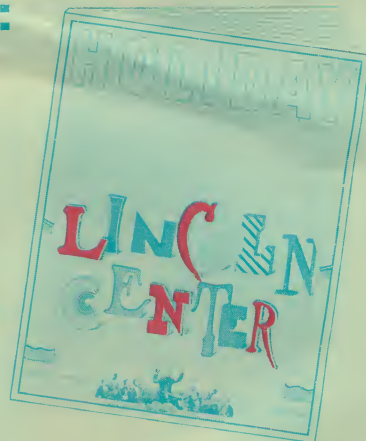
For Wayfarers Club Members:

HOLIDAY

... the general magazine of the travel field ... people ... places
... events ... food ... the lively arts around the world.

12 months only \$3⁵⁰

HALF-PRICE



FILL IN BELOW & MAIL THIS POSTPAID ENVELOPE TODAY. CHECK OR M.O. MAY BE SAFELY ENCLOSED

Yes!

Please enter my subscription to HOLIDAY for one full year,
(12 monthly issues) at the Half-Price Rate of just \$3.50.

REGULAR HOLIDAY YEARLY RATES:

By subscription, \$7 a year
(YOU SAVE \$3.50!)

If purchased
at the newsstand,
(individual copies 75¢) \$9 a year
(YOU SAVE \$5.50!)

name _____ please print

address _____

city _____

state _____ zip code _____

NOTE: Your payment of \$3.50 must accompany order. (Make checks payable to WAYFARERS CLUB.)

FIRST CLASS
PERMIT NO. 351
BALA-CYNWYD,
PENN.

BUSINESS REPLY MAIL

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE PAID BY

Wayfarers Club

210 PRESIDENTIAL BOULEVARD
BALA-CYNWYD, PENNSYLVANIA 19004

YOU MAY HAVE ALREADY WON!

The winning Lucky Numbers have already been selected by computer and you may have won one of the prizes described on the enclosed brochure.



TO FIND OUT IF YOU'VE WON
Insert your Lucky Number in "YES" slot or check the "NO" box. Then detach and mail Official Prize Winner's Claim Certificate at once in postpaid reply envelope provided.

YOUR LUCKY NUMBER IS

746749

**DETACH & KEEP THIS STUB
FOR YOUR RECORDS**

OFFICIAL PRIZE WINNER'S CLAIM CERTIFICATE

Wayfarers Club \$200,000 SWEEPSTAKES

Insert LUCKY NUMBER
token here and mail
at once

746749

YES

—Please tell me at once if I have won and enroll me as a member of the Wayfarers Club entitled to all benefits and privileges. I understand that any prize I win does not obligate me to buy a thing.

☐ Enclosed is \$15.00 for membership dues. This includes a year's subscription to Budget Travel Magazine at the half price rate of \$2.25.

☐ I also enclose an additional \$7.50 for each person in my family I wish enrolled as an Associate Member. Their names and addresses are listed on a separate sheet.

☐ Please charge to my Diners Club account card # _____ the amount of my dues plus (number) _____ Associate Memberships.

50 111 08899

T NELSON
BOX 1546
POUGHKEEPSIE N Y 12603

☐ No. I do not wish to belong to the Wayfarers Club but tell me if I have won anyway.

BC

PRIZE HEADQUARTERS, Wayfarers Club, Bala-Cynwyd, Penn. 19004